

## Message Text

UNCLASSIFIED

PAGE 01 MELBOU 00177 240614Z  
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----240615Z 018864 /12

R 240511Z JAN 77  
FM AMCONSUL MELBOURNE  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3735  
AMEMBASSY CANBERRA  
AMCONSUL SYDNEY

UNCLAS MELBOURNE 0177

E O 11652 N A  
TAGS BEXP, AS  
SUBJ: COMMERICAL PROGRAMS: FOREIGN BUYER PROGRAM -  
SELECTION OF U.S. TRADE SHOWS: SEPT 1977 - NOV 1978

REFS A 76 STATE A-5757 B SYDNEY 0035

1. MELBOURNE WILL PROMOTE FOLLOWING SHOWS AS PART OF CCP  
CAMPAIGNS ON CONSUMER GOODS AND FOOD PROCESSING PACKAGING  
EQUIPMENT. REQUEST 400 BROCHURES FOR BELOW LISTED  
SHOWS AND TWO COPIES OF EMLS GUMMED LABELS APPROPRIATE FOR  
EACH SHOW AND SEGMENTED INTO AUSTRALIA'S CONSULAR DISTRICTS:

BUILDING AND CONSTRUCTION EXPOSITION AND CONFERENCE  
MCCORMICK PLACE  
CHICAGO, ILL  
NOV 1-3, 1977

NATIONAL SPORTING GOODS ASSOCIATION SHOW  
ASTROHALL, ASTROARENA, ASTRODOME  
HOUSTON, TX  
JAN 26-29, 1978

INTERNATIONAL EXPOSITION FOR FOOD PROCESSORS  
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MCCORMICK PLACE  
CHICAGO, ILL  
FEB 12-15, 1978

NATIONAL HARDWARE SHOW  
MCCORMICK PLACE  
CHICAGO, ILL

AUG 14-17, 1978

NATIONAL PACKAGING WEEK EXPO & ASSEMBLY  
MCCORMICK PLACE  
CHICAGO, ILL  
OCT 30-NOV 3, 1978

FOOD & DAIRY EXPOSITION (8  
CONVENTION CENTER  
ANAHEIM, CA  
NOV 5-9, 1978

2. ADDITIONALLY, POST WOULD APPRECIATE 50 BROCHURES FOR  
ALL OTHER FBP SHOWS AND, FOR ALL SHOWS, 10 COPIES OF U.S.  
EXHIBITOR LISTS AND 2 COPIES OF FOREIGN BUYER LISTS.

3. FOR INFORMATION OF FBP OFFICE: FROM DISCUSSIONS WITH  
LEADING TRAVEL INDUSTRY REPRESENTATIVES HERE, WE UNDERSTAND  
FOR MAXIMUM EFFECTIVENESS IN PROMOTING THESE SHOWS, WE WILL  
HAVE TO START WORKING CLOSELY WITH APPROPRIATE TRAVEL INDUSTRY  
CONTACTS AT LEAST 12 MONTHS AND PREFERABLY 18 MONTHS FROM DATE  
OF SHOW; BROCHURES AND RELATED MATERIALS RECEIVED LESS THAN  
SIX MONTHS BEFORE THE EVENT HAVE LIMITED UTILITY. INFO REF A  
WILL ENABLE US TO START PROMOTION OF ABOVE SHOWS IMMEDIATELY.  
BRAND

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NNN

## Message Attributes

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**Review Markings:**  
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